



THE HP BOARD REVIEW DRAFT – FOR THE HP PURPOSES ONLY – NOT FOR DISSEMINATION

February 18, 2021

Dear Mayor Eric Garcetti and LAPD Chief Michel Moore,

The role and importance of LAPD in supporting the economic rebound of Hollywood cannot be understated. Hollywood has and always will be a significant economic generator for and global symbol of the City of Los Angeles. Recognizing its outsized role and the multi-dimensional needs of the neighborhood, then-LAPD Hollywood Division Captain Beatrice Girmala created the Hollywood Entertainment District (HED) operational deployment in 2009. The HED added critical visitor safety crime suppression elements such as walking foot beats, bicycle patrols, homeless outreach, and nighttime patrols to Hollywood Division. These deployments enabled LAPD to proactively enforce the law with greater effectiveness and created a deeper connection with visitors, businesses, and residents in the area. Originally deployed at 40 officers and increased to 60 in 2013, **the HED's role in Hollywood's renaissance is well known within the Hollywood community, making the recent cuts – first by 20 officers and now by an additional 17 – deeply troubling.**

As a longtime partner to and supporter of LAPD, The Hollywood Partnership (The HP) is the non-profit managing entity of the Hollywood Entertainment District Property-Based Improvement District (HED PBID). The HP has enjoyed a strong and productive relationship with the City of Los Angeles (City) for over 20 years as the contracted administrator of Business Improvement Districts in the Hollywood area, leveraging tens of millions of dollars in self-imposed assessments from property owners within the HED BID to provide services that range from maintaining the safety and cleanliness of the area to transforming the public realm with art, lighting, and other enhancements. To that end, **The HP's largest program – BID Security – assisted the LAPD in responding to 7,683 calls for service in 2020.** That level of response helps create a significant amount of relief from responding to minor issues and enables LAPD to focus on more significant issues affecting the district.

With regards to significance – it is also important to note the long-term population trends and growth in crime within the area serviced by the HED. Between 2010 and 2017, Hollywood added 8,000 jobs for an employment growth rate of 36% and the area now accounts for a third of all jobs in CD13. Over that same period, the neighborhood gained nearly 1,000 new residents. Despite the HED's clear effectiveness, as Hollywood grew precipitously over the 10-year period from the HED's 2009 launch through the most normal recent year, 2019, **violent crimes also increased from 231 in 2009 to 417 in 2019 – an 80.5% increase.** Similarly, **property crimes increased from 816 in 2009 to 1,037 in 2019 – a 27.1% increase.** More than 5,000 residential units, including many affordable units built for teachers and other public workers, are in the development pipeline inside the HED PBID, plus millions of square feet of office space and over 2,500 new hotel rooms. To support that growth, Hollywood can ill afford to see a reduction in the size and scope of the HED – if anything, we need these officers now more than ever. Neither residents nor employers will not choose to locate or remain in a place that people fear.

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THE
HOLLYWOOD
PARTNERSHIP

Though our famous Walk of Fame currently misses a large share of the millions that normally visit each year, the absence of those visitors and the temporary closure of eateries and other establishments has not resulted in a proportionate decrease in criminal activity. Comparing a three-month pre-pandemic period (11/20/19 – 1/21/20) with the same 90-period from 11/20/20 – 1/21/21, crime has decreased only 27% within the HED PBID boundary. This is despite our sidewalks being down by over 60% in pedestrian density, our hotel occupancy being down by 58.5% Q4 2020 vs Q4 2019, and most of our office buildings sitting empty. Moreover, the nightclubs and other drinking establishments that normally create a significant demand for law enforcement have been shuttered for nearly a year. The statistics clearly show that criminal activity in proportion to district population has increased during the pandemic. **It is dangerous, if not negligent, to presume that the diminished volume of activity currently seen in the district is shared proportionately among law-abiding citizens and those who wish to break the law.**

In recital D of Agreement C-132196 between the City and The HP, adopted by the LA City Council on 02/27/2018 and in recognition of the assessments to be levied through the establishment of the HED PBID, the City expressly committed to maintaining the level of its services provided within the district. Police protection is one of the most critical City services to which it is contractually committed. Accordingly, and for the other reasons stated, **The HP respectfully requests that you reconsider the proposed cuts to the HED and restore the unit to its full 60-person capacity.** The proposed 62% slashing of the HED directly affects the unit that works proactively to keep our community safe from gangs, drugs, violent crime, and prostitution while providing a highly visible, and valued, presence on the boulevard. Soon our district will recover, our hotels will fill, and our buildings will buzz with activity. Our legendary movie palaces, attractions and theaters will re-open, and millions of visiting dreamers will return seeking their own personal Hollywood experience. We need LAPD's help, as our partner in protecting Hollywood, to ensure that the heart and soul of this community—indeed, a significant part of the economy of the entire region--does not fall victim to those who wish to do its workers, visitors and residents harm.

On behalf of The HP's Board of Directors, thank you for hearing our voices and concerns. We welcome the opportunity to discuss the contents of this letter further.

Sincerely,

Kristopher Larson, AICP
President & CEO
The Hollywood Partnership

CC: LA City Council Member Mitch O'Farrell
CC: LAPD Assistant Chief Beatrice Grimala
CC: LAPD Captain Steve Lurie

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